



# POWERED BY DETROIT

ColdFusion/Flash Conference  
Dearborn, MI  
April 9-10 2005

## ABOUT POWERED BY DETROIT CONFERENCE

The Powered by Detroit Conference will bring together the leading experts and visionaries in the fields of ColdFusion and Flash application development. Together, the two Macromedia web development technologies are used to create outstanding digital experiences through the deployment of rich internet applications.

Attendees will include web developers, programmers, technology consultants, CTOs, project managers, industry leaders and other members of the web development community. The 2-day event will serve to inspire, connect and present participants with the latest tips, tricks and techniques for using Macromedia's ColdFusion and Flash together as Internet and application development tools.

The conference will feature expert speakers presenting over 30 sessions. There will be a dedicated exhibit room as well as a community room. Each day will include catered breakfast and lunch and Friday night there will be a speaker's reception. A CF/Flash application development contest with live award ceremony will be featured on Sunday afternoon.

Sponsors will have excellent marketing opportunities during the course of the event as well as before and after exposure to our audience through the website, posters, attendee bags, press releases etc.

We are enthusiastic about bringing this event to Southeast Michigan, home of Automation Alley and one of the fastest growing technology clusters in the nation.

I invite you to join us for the conference and to secure your sponsorship today!

Best regards,  
Cornel Ivanescu  
Executive Director

Powered by Detroit Conference  
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Powered by Detroit  
ColdFusion/Flash  
Conference

April 9-10, 2005  
Hyatt Regency  
Dearborn, Michigan



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## WHY POWERED BY DETROIT?

- Metro Detroit is home of Automation Alley – the fastest growing technology consortium in the country with over 500 member companies.
- Home of Glimma – the Association of Interactive Professionals, that supports and promotes the growth of the Interactive industry throughout Michigan and the Great Lakes region.
- Michigan ranks 4th nationally for total employment in high tech industries with 568,000 high tech workers including more than 70,000 in automotive industry alone.
- Michigan has seen the fastest growth in the nation for its life sciences industry.
- The University of Michigan in Ann Arbor ranks No. 1 in the nation for research. Tech centers, other universities, government and non-profit organizations invest nearly \$19 billion in research & development
- There are more robotics companies in the Detroit Region than in any other single state.
- Ninety percent of U.S. automotive R&D takes place in the Detroit region and over half of the top 150 North American automotive suppliers are located in Southeast Michigan.

## PARTICIPANTS

Powered by Detroit Flash/Coldfusion Conference is designed to fill in the gap for such events in North East USA: Detroit, Chicago, Ohio tech corridor. More than 80% of Fortune 100 companies have a presence in the Detroit area, employing a large number of IT staff and IT companies to service their technology needs.

The Powered by Detroit Conference will bring together 300 to 500 Web Developers, Programmers, IT Managers and Technology Consultants, representing a wide variety of industries and organizations.

Their participation in Powered by Detroit will help them stay current with advances in their field and also connect them with the Macromedia's developer community.

## TRACKS AND TOPICS

### Foundations

Beginner Flash, CF, CF/Flash and General audience topics including Contribute, Project Management and more...

### Design

Front end technologies: Flash scripting and animation, Dreamweaver, Flash for Devices

### Server-Side

Back end technologies: ColdFusion, J2EE, Flash Communication. Server, Flash Remoting

## SPECIAL FEATURES

Flash/CFM Application Development Competition with live award ceremony

Speakers Dinner on Friday night

Breakfast and lunch served for all attendees both days

Saturday night party

Community room

Raffle and door prizes

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## SPEAKERS:

Ben Forta Macromedia	Macromedia Keynote Address "ColdFusion MX7"
Greg Rewis Macromedia	Macromedia Keynote Address "Rich Internet Experience"
Hal Helms	"OO as a bridge between CF and Flash"
Michael Dinowitz Team Macromedia	"Basic Regular Expressions"
Simon Horwith Team Macromedia	TBD
Jeff Tapper	"Customizing Flex Components with MXML and AS2"
Kevin Hoyt	"Rich Internet Applications with Macromedia Flex"
Angela C. Buraglia Team Macromedia	"CF_Tricks & Dreamweaver MX"
Sholmy Gantz	"Developing Rich Internet"
Oscar Trelles	"Flash Usability"
Jeffrey Houser	"Creating Flash Sound for CF"
Alexandru Costin	"UI Concepts for Intranet Web Applications"
Charlie Arehart	"Deploying CFML on .NET"
Jason Michael Perry	"Developing Rich Internet Applications"
Matt Woodward	"Flex your ColdFusion Muscles!"
Michael Smith	"Project Management"
Danilo Celic	"sIFR: Flashy Fonts for the Web"
Laura Arguello, Nahuel Foronda	"ColdFusion Flash Forms"
Lawrance Cramer	"E-Commerce A to Z"
Brajeshar Oinam	"Flash site template builder"
Bogdan Ripa	"The new Dreamweaver ColdFusion MX 7 support"
Dan Short	"Beginner's Guide to ColdFusion"
Dough Hughes	"ColdFusion Component Crash Course"

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## SCHEDULE: DAY ONE

	Foundations	Design	Server-Side
8:00 - 9:00 am	Continental Breakfast/Registration - Opening Comments		
9:00 - 10:00 am	<b>Dan Short</b> Beginners Guide to CF	<b>Brajeshwar Oinam</b> Flash Site Template Builder	<b>Doug Hughes</b> CF Component Crash Course
10:00 - 11:00am	<b>Hal Helms</b> OO as a bridge between CF and Flash	<b>Greg Rewis</b>	<b>Jason Michael Perry</b> Developing Rich Internet Applications with Flash Remoting
11:00 - 12:00 am	<b>Oscar Trelles</b> Flash - Usability	<b>Matt Woodward</b> Flex your Coldfusion Muscles	<b>Charlie Arehart</b> Deploying CFML on .NET
12:00 - 1:00 pm	Lunch & Sponsor Displays		
1:00 - 2:00 pm	"Rich Internet Experience" Keynote Address - Greg Rewis		
2:00 - 3:00 pm	<b>Michael Smith</b> Project Management	Panel Discussion	<b>Lawrence Cramer</b> E-commerce A to Z
3:00 - 4:00 pm	<b>Danilo Celic</b> sIFR: Flashy Fonts for the Web	<b>Jeffry Houser</b> Creating Flash Sound for CF	<b>Kevin Hoyt</b> Rich Internet Applications with Macromedia Flex
4:00 - 5:00 pm	Closing Comments		
7:00 - 2:00 am	Flash Party in the Rotunda Lounge		
All Day	Community Room Open & Sponsors Displays		

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## SCHEDULE: DAY TWO

	Foundations	Design	Server-Side
<b>8:00 - 9:00 am</b>	<b>Continental Breakfast - Opening Comments</b>		
<b>9:00-10:00am</b>	<b>Justin Kozuch</b> How to use CF7 Mail Gateway	<b>Alexandru Costin</b> UI Concepts for Intranet Web Applications	<b>Jeff Taper</b> Customizing Flex Components with MXML & ActionScript 2.0
<b>10:00-11:00 am</b>	<b>Bogdan Ripa</b> The new Dreamweaver CFMX 7 support	<b>Laura Arguello/Nahuel Foronda</b> CF7 Flash Forms in Depth	<b>Michael Dinowitz</b> Basic Regular Expressions
<b>11:00-12:00 am</b>	<b>Angela Buraglia</b> Dreamweaver for the ColdFusion Developer	<b>Brajeshwar Oinam</b> Flashcom and Flash Remoting with CFMX	<b>Michael Dinowitz, Hal Helms, Charlie Arthart, Matt Woodward</b> Panel Discussion
<b>12:00-1:00 pm</b>	<b>Lunch &amp; Sponsor Displays</b>		
<b>1:00 - 2:00 pm</b>	<b>ColdFusion MX7 Keynote Address - Ben Forta</b>		
<b>2:00-3:00 pm</b>	<b>Brian Meloche</b> Maintaining ColdFusion Applications	<b>Shlomy Gantz</b> RIA's - Blending the power of CF with the look of Flash	<b>Simon Horwith</b>
<b>3:00-4:00 pm</b>	<b>Marija Franetovic</b> To Design E-learning or Not To: Interactive online lessons w/Flash, Captivate and Dreamweaver	TBA.	TBA.
<b>4:00-5:00 pm</b>	<b>1st Flash/CFM Application Festival and Awards Ceremony</b>		
<b>5:00-6:00 pm</b>	<b>Closing Comments</b>		
<b>Until 8:00 pm</b>	<b>PbD Community Room Open</b>		

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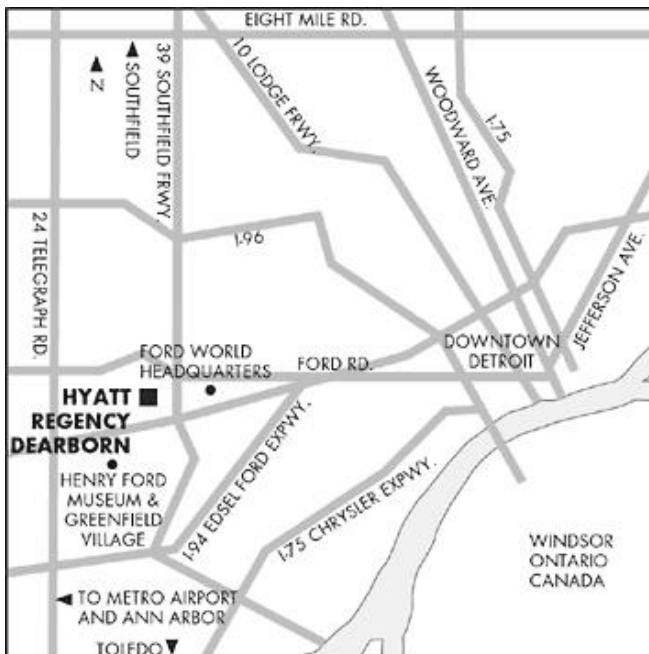
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## VENUE:

This year conference will take place at the Hyatt Regency Dearborn, the standard for luxury Michigan hotels. The hotel is located equidistant between downtown Detroit and Detroit Metro Airport.

We have negotiated special room rates for anyone participating. The rooms will be available at the rates mentioned until March 7<sup>th</sup>, 2005.

To reserve a room at this rate you need to call the hotel's reservations desk at 1.800.233.1234 and ask for the Powered By Detroit room rate. Suites available at special rates upon request to [info@poweredbydetroit.org](mailto:info@poweredbydetroit.org).



Room	Rate/Night
Single Occupancy	\$ 99.00
Double Occupancy	\$ 99.00
Triple Occupancy	\$124.00
Quadruple Occupancy	\$149.00

### From Detroit Metropolitan Airport (9 miles) and West:

I-94 East to Southfield Fwy (M39). Proceed north to Michigan Ave West. Michigan Ave westbound, turn right at Evergreen Rd, right into Fairlane Town Center and again at stop sign. Hotel is across from Sears on right.

### From North:

I-75 South to I-696 West to Southfield Road/Fwy South (M39). Exit Michigan Ave West. Turn right at Evergreen Rd, right into Fairlane Town Center and again at stop sign. Hotel is across from Sears on right. From South - I-75 North to Exit #41 Southfield Road/Fwy North. Exit Michigan Avenue West. Turn right at Evergreen Rd, right into Fairlane Town Center and again at stop sign. From East - I-94 West to Exit 210A Michigan Avenue West. Turn right at Evergreen Rd, right into Fairlane Town Center and again at stop sign. Hotel is across from Sears on right.

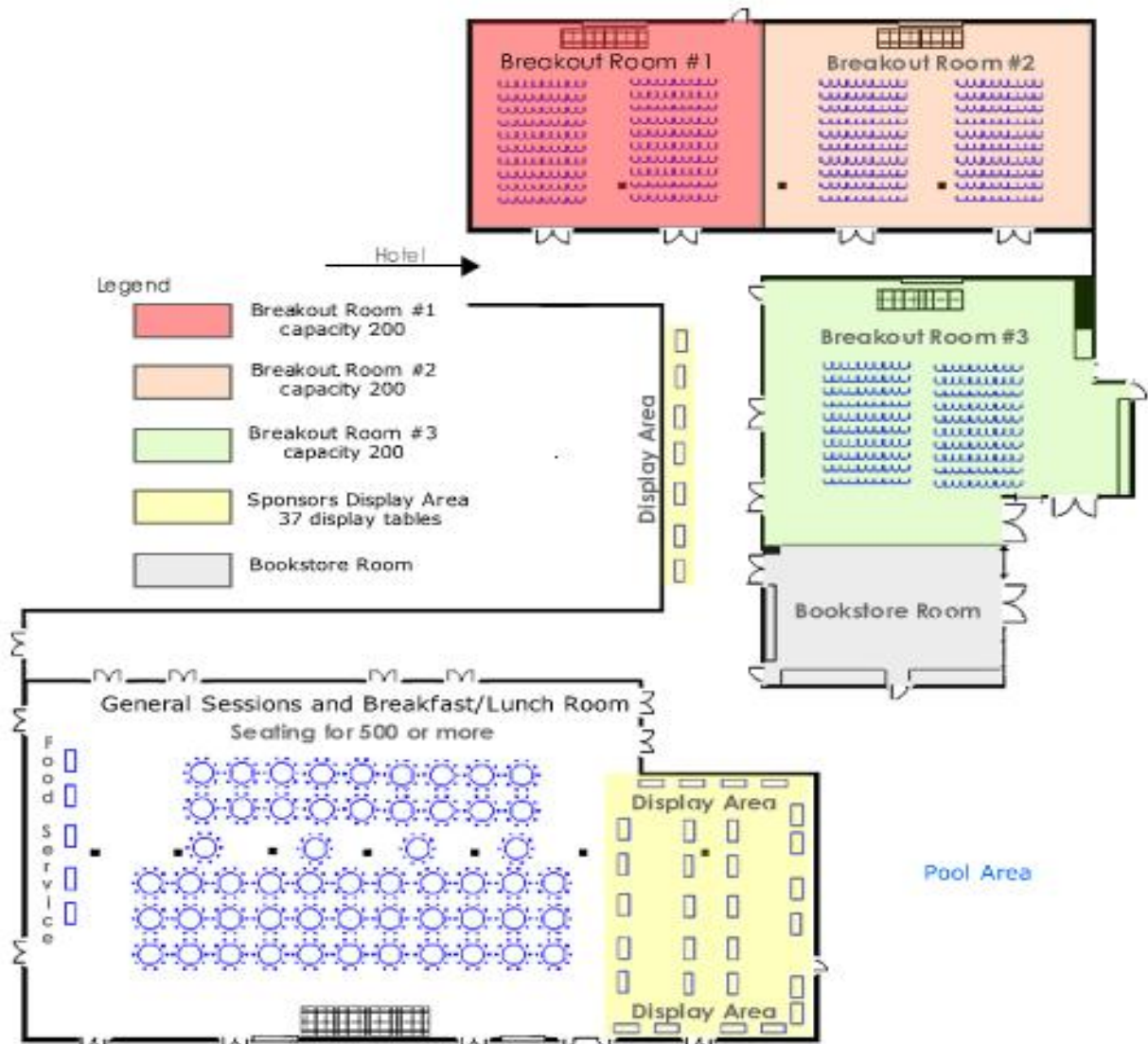
### From Northwest:

I-96 East to Southfield Fwy (M39) South to Michigan Avenue West. Turn right at Evergreen Rd, right into Fairlane Town Center and again at stop sign. Hotel is across from Sears on right.

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## FLOOR PLANS / CAPACITY CHART



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## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSORS : cost \$4,950

Exhibition space 10' x 20' area (skirted tables + chairs)  
Five (5) complimentary all- inclusive passes  
Two (2) complimentary nights at conference hotel.  
Option to purchase additional passes at the 45% discount (regular price \$350).  
Formal recognition and organizational logo featured in a general session at the conference.  
Prominent listing in promotional materials, recognition on conference signs and in the conference program.  
Full page ad in the conference program  
Logo and 500-word company profile in conference program.  
Display of two (2) sponsor banners, one in general conference area and another in walkway area.  
Company logo featured on all conference bags.  
Two (2) promotional items included in all attendee bags.  
Option to provide additional promotional materials for conference door prizes.  
A linked logo from conference webpage to the sponsoring organization's webpage, and a 250-word company profile.  
Access to the attendee mailing list (both email and postal addresses) for follow-up contacts.  
Company logo and profile will continue to be prominent on the Powered By Detroit website.  
A 8-minute segment on the DVD containing conference highlights

### GOLD SPONSORS: cost \$2,950

Exhibition space 12' x 12' area (skirted tables + chairs)  
Three (3) complimentary all-inclusive passes.  
Option to purchase additional passes at 35% discount (regular price \$350).  
Prominent listing in promotional materials, recognition on conference signs and in the conference program.  
Full-page ad in the conference program.  
Logo and 200-word company profile in conference program.  
Display of two (2) sponsor banners, one in general conference area and another in walkway area.  
Company logo featured on all conference bags.  
Two (2) promotional items included in all attendee bags.  
Option to provide additional promotional materials for conference door prizes.  
A linked logo from conference webpage to the sponsoring organization's webpage, and a 200-word company profile.  
Access to the attendee mailing list (both email and postal addresses) for follow-up contacts.  
Company logo and profile will continue to be prominent on the Powered By Detroit website.  
A 4-minute segment on the DVD containing conference highlights

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## SPONSORSHIP OPPORTUNITIES CONT

### **SILVER SPONSOR:** cost \$1,450

Skirted table in general session area to display promotional material  
Two (2) complimentary all-inclusive passes.  
Option to purchase additional passes at 25% discount (regular price \$350) .  
Listing in promotional materials, recognition on conference signs and in the conference program.  
One half-page ad in the conference program.  
Logo and 100-word sponsor profile in conference program.  
Display of one (1) sponsor banner in general conference area  
Two (2) promotional items included in all attendee bags.  
Option to provide additional promotional materials for conference door prizes.  
A linked logo from conference webpage to the sponsoring organization's webpage, and a 100-word company profile.  
Company logo and profile will continue to be prominent on the Powered Detroit website.

### **BRONZE SPONSOR:** cost \$950

Skirted table in general session area to display promotional material  
One (1) complimentary all-inclusive pass.  
Option to purchase additional passes at 15% discount (regular price \$350).  
Logo and 50-word sponsor profile in conference program.  
Display of one (1) sponsor banner in general conference area.  
One (1) promotional item included in all attendee bags.  
Option to provide additional promotional materials for conference door prizes.  
A linked logo from conference webpage to the sponsoring organization's webpage, and a 50-word company profile.  
Company logo and profile will continue to be prominent on the Powered By Detroit website.

### **OTHER SPONSORSHIP OPPORTUNITIES:**

The following sponsorships are available to any company interested in gaining exposure at POWERED BY DETROIT 2005. You are not required to be a Gold, Silver, or Bronze Sponsor to participate. If you take advantage of any of these Sponsor opportunities as a non-sponsor, the following will also be included with your high-visibility sponsorship:

- Company logo and 50-word description posted to sponsor area of the conference website
- Company logo 50-word description in the daily newsletters. All advertisements require PbD Conference Management approval.

### **Coldfusion/Flash application development competition:**

Your company will be mentioned at the live award ceremony as the sponsor for the competition. Sponsorship level will reflect donation.

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## Lanyard Sponsorship:

**\$900 or \$100** and provide lanyards w/company info and ticket plastic pockets for all attendees (1 available)

Each attendee will wear your company name throughout the conference. Your company logo will be included on the conference lanyard provided to each attendee with their conference materials at onsite registration.

## Notebook Sponsorship:

**\$950 or \$150** and provide Notebooks for all attendees (1 available)

Conference attendees will see your name every time they open their notebook. Include your logo on the front cover of the conference notebook, distributed to all attendees at registration.

Notebooks will last long after the conference ends so take advantage of this opportunity to make a lasting impression.

## Community Room Co-Sponsorship **\$395** (4 available)

The Community Room will provide an area for conference attendees to check e-mail and provide access to the Internet. It will also be a space for attendees to take a break and look thru a book - we will be providing a library of books for that purpose.

Co-sponsorship of the Community Room includes the following benefits:

- 3x1 Sponsor banner in Community Room

- Logo inclusion on screen saver or splash screen for the computers

- Mouse pad at each Community Room unit (supplied by Sponsor)

- Recognition in Final Agenda and Daily Newsletter

## Breakfast Seminar Co-Sponsorship: **\$600** (4 available)

Breakfast is a great opportunity to promote your company to the audience. Breakfast is served in the venue and the sponsor has the opportunity to have a table next to the breakfast food table.

## Lunch Co-Sponsorship: **\$1000** (4 available)

Lunch is a great opportunity to promote your company to the audience. Lunch is served in the venue and the sponsor has the opportunity to have a table adjacent to the food area. Also they may provide banners for or signage for the food and beverage tables with "Catering Sponsored by Your Company".

## Entertainment Sponsor:

to provide Music and light effects... Microphones and sound management.

Provide music (techno) between sessions and Community room background music. Gets a 6 foot table and a banner in the community room.

Can include sample music on the DVD's we will send out after the conference.

## In Kind Sponsorship

Recognition will reflect the value of products or services provided.

Gift Certificates, Printing Services, Advertising and Promotion, Items for attendees' bags, door prizes and prizes for competition winners.

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## SPONSORSHIP OPPORTUNITIES COMPARISON TABLE

Benefits	Bronze \$950	Silver \$1,450	Gold \$2,950	Platinum \$4,950
Conference passes	1	2	3	5
Discount for add. passes	15%	25%	35%	50%
Logo and sponsors profile in program	50 words	100 words	200 words	500 words
Company description on website	50 words	100 words	200 words	500 words
Display area for promotional material	1 skirted table	1 skirted table	12'x12' booth	10'x20' booth
Promotional items in attendee in bags	*	*	*	*
Logo and linked url on PbD website	*	*	*	*
Banner display in conference area		1	2	2
Ad in conference program		Half Page	Full Page	Full Page
Promotional segment on conference highlights DVD			4 minutes	8 minutes
Company logo on conference bags			*	*
Access to attendee mailing list			*	*
Logo on screen during breaks				*
Recognition in all promotional material and press releases				*
Podium acknowledgement in general session				*
Free nights at hotel				2

## MORE INFORMATION

If you have any questions about sponsoring or contributing to Powered by Detroit Flash/ColdFusion Conference, please contact Cornel Ivanescu at [info@poweredbydetroit.org](mailto:info@poweredbydetroit.org) or by phone at 313.724.0925.

Your contributions to the event are greatly appreciated and will be a great opportunity to market your products and services.